

FACULTY OF BUSINESS AND ECONOMICS***Description for Undergraduate Courses Offered by School of Business 2005-2006***

The courses listed below will not be necessarily offered every year.

Junior Level Courses**BUSI0016. Introduction to finance (6 credits)**

or

FINA1002. Introduction to finance (6 credits)

An introduction to finance with an emphasis on the decisions and issues faced by the firm. The course will also cover the interrelated topics of individuals choosing between different investment alternatives, and the functioning of capital markets in equating the supply and demand of capital. Specific areas covered include: the basics of valuation using discounted cash flows, valuation of stocks and bonds, valuation and choosing between competing projects, risk and return, the cost of capital, and financial planning and forecasting. Throughout the course, emphasis will be placed on the basic paradigms in finance including net present value, the capital asset pricing model and market efficiency.

Remarks: It is advisable to take BUSI1002 Introduction to accounting prior to taking this course.

BUSI1002. Introduction to accounting (6 credits)

The course will cover the principles of double entry book-keeping, the interpretation of financial statements, the issues raised by corporate regulation, and the use of management information for decision making.

BUSI1003. Introduction to management information systems (6 credits)

The objectives of this course are to (i) examine the new opportunities and challenges brought about by technological developments, and (ii) outline effective ways information technology can be utilised in different functional areas of the business to sustain the firm's strategic position in today's interrelated global market.

BUSI1004. Marketing (6 credits)

An introductory course on the basic concepts of marketing and their implications in management. The ingredients of the Marketing Plan will be analysed and the problems involved in formulating marketing strategy; interpreting marketing data and coping with the changing market environment will be examined.

BUSI1006. Principles and practices of modern business (3 credits)

This course is deliberately designed to make students aware of the mechanics and environments in which modern day business operate in global, regional and domestic markets. This course aims to help students to understand modern business operations and development in the knowledge economy. This orientation is organized around the new emerging paradigms of business configuration and the skills required of future business leaders.

Mutually exclusive courses: BUSI0015 and YSOB0001.

BUSI1007. Principles of management (6 credits)

This introductory course traces back to how the study and practice of management evolved over this past century, with particular focus on the landmark discoveries and lessons learned. The course aims to develop students' awareness of the nature of management processes and involves a study of the following topics: planning, organizing, controlling, leading, communication and change management. The programme's pedagogical design combines the ingredients of theoretical conceptualization and emphasizes interactive discussions, skill-building experiential exercises and students' presentations.

Remarks: Students having completed BUSI1007 Principles of management (3 credits) offered in the academic year 2002-2003 or earlier are not allowed to take this course.

Senior Level Courses**BUSI0001. Accounting systems and financial reporting in China (6 credits)**

The course will be an introduction to current accounting systems and financial reporting practices in China. The topics covered in this course include administration of accounting work, accounting legislation and regulations, business accounting standards, practices of cost accounting and managerial accounting, accounting for governments and non-profit organizations (budgetary accounting), financial reporting of the listed corporations, disclosure of other information, preparation of financial statements, auditing requirements, practices of public accounting, and analysis of financial statements in China.

Prerequisite: BUSI1002 Introduction to accounting.

BUSI0002. Accounting theory (6 credits)

The development and structure of accounting theory. Income determination. Asset valuation. Special areas of controversy, including social accounting and accounting for inflation. Principles of human information processing.

Prerequisite: BUSI0020 Intermediate accounting II.

BUSI0003. Advanced financial accounting (6 credits)

Application of accounting theory to the preparation of accounting standards and their implications for reporting purposes, particularly those related to the consolidation of group accounts, asset valuation and the influence on income determination. Other topics may include current cost accounting, income tax allocation, government entities and nonprofit organizations.

Prerequisite: BUSI0020 Intermediate accounting II.

BUSI0004. Advertising management (6 credits)

The preparation, use and administration of advertising, emphasizing the use of research to direct and measure the effectiveness of each stage in the operation.

Prerequisite: BUSI1004 Marketing.

BUSI0006. Auditing (6 credits)

Professional ethics, and the social and legal responsibilities of auditors; basic auditing concepts and principles; evidence; evaluation of internal control; standard procedures and methods of investigation.

Prerequisite: BUSI0020 Intermediate accounting II.

BUSI0008. Business cycles and strategy (6 credits)

A course on business cycles in a global economy and how firms devise business strategies. Topics include business expansion and contraction, hiring and layoff decisions, consumer spending, banking relationship and hedging strategies in a world of fluctuating exchange rates.

Remarks: It is not available to Year I students.

BUSI0009. Business policy (6 credits)

The course will review the analysis and implementation of strategic corporate decisions which encompass all functional areas of business. Students will be split into small groups and will be required to write a mini-project of not more than 5,000 words outlining the desired corporate strategy for a given corporate problem.

Remarks: Only available to students in the School of Business.

BUSI0010. Company law (6 credits)

Formation of companies; memoranda and articles of association. Powers and duties of directors, secretaries and auditors. Shareholders' rights and powers and the role of the courts. Takeovers, mergers and investments; statutes, regulations and codes. Insolvency law and practice.

Remarks: It is advisable to take BUSI1001 Business law prior to this course.

BUSI0011. Corporate finance (6 credits)

or

FINA0302. Corporate finance (6 credits)

A course on the advanced treatment of corporate financial decisions. Topics to be covered include corporate valuation; cost of capital; capital structure; leasing; mergers and acquisitions; options; warrants; and convertible bonds.

Prerequisite: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance.

BUSI0012. Comparative and international management (6 credits)

This course introduces students to cross-cultural differences in social values and in psychological attitudes and considers their implications for behaviour in organizations. Initial consideration will be given to the process of development and the changes which that brings. This will be followed by a review of the major business cultures in Asia, contrasting them with Western examples. Concentration will be focused on Chinese forms of business.

BUSI0013. Current business affairs (3 credits)

A course on current business affairs focused primarily on Hong Kong and the region. The emphasis is on the interaction between business behaviour and the economic environment. Topics to be covered may include government policy, legal framework, imports and exports, banking and finance, property and land markets, retail and wholesale trade, public utilities, infrastructure investment projects, small and medium enterprises, and technology and innovation.

Prerequisite: ECON1001 Introduction to economics I.

BUSI0015. Entrepreneurship, creativity and innovation (6 credits)

This course explores the central issues involved in the pursuit of an entrepreneurial career in business. The nature of the course requires some novel approaches to learning and reflection, and the design of these learning activities will take advantage of a rapidly expanding intellectual core which gives meaning and coherence to entrepreneurial activities.

Mutually exclusive courses: BUSI1006 and YSOB0001.

BUSI0017. Financial markets and institutions (6 credits)

or

FINA0102. Financial markets and institutions (6 credits)

This course is designed to introduce and analyze the structure, operations and functions of the financial system. The course starts with an introduction to financial markets' role in the economy, and the determination of interest rates and valuation of cash flows. The course then discusses various financial markets including money markets, bond markets, mortgage markets, stock markets and derivatives markets. Financial institutions will be discussed with an emphasis on their major functions and operations.

Prerequisite: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance.

BUSI0018. Hong Kong taxation (6 credits)

A study of the accounting for, and management of, taxes on income under the Inland Revenue Ordinance, within the context of taxation theory.

Prerequisite: BUSI1002 Introduction to accounting.

BUSI0019. Intermediate accounting I (6 credits)

The course provides an in-depth knowledge of the first part of financial accounting. It covers the environment of financial accounting and the development of accounting standards; conceptual framework underlying financial accounting; statement of income and retained earnings; balance sheet; accounting and the time value of money; cash and receivables; valuation of inventories; acquisition and disposition of property, plant and equipment; depreciation and depletion; intangible assets; current liabilities and contingencies; long-term liabilities; temporary investments and long-term investments; and revenue recognition.

Prerequisite: BUSI1002 Introduction to accounting.

BUSI0020. Intermediate accounting II (6 credits)

This course provides an in-depth knowledge of the second part of financial accounting. It covers stockholders' equity; dilutive securities and earnings per share calculations; accounting for income taxes; accounting for pensions and postretirement benefits; accounting for leases; accounting changes and error analysis; statements of cash flows; basic financial statement analysis; and full disclosure in financial reporting.

Prerequisite: BUSI0019 Intermediate accounting I.

BUSI0021. International accounting (6 credits)

Cross-cultural paradigms in accounting. Accounting in the People's Republic of China. The German, Japanese and French accounting approaches. The history of the Anglo-American paradigm.

Harmonisation of accounting standards and practices. Transfer pricing and international tax management. International accounting bodies and firms. Cash flow statements, secret reserves and other key variations in disclosure and measurement practices in developed countries.

Prerequisite: BUSI0020 Intermediate accounting II.

BUSI0022. International marketing (6 credits)

This course shows how the basic principles of marketing can be applied to the problems of marketing across national boundaries and within foreign countries. Attention is paid to the development of global marketing strategies and to the different approaches needed to market consumer items, industrial goods and services internationally.

Prerequisite: BUSI1004 Marketing.

BUSI0023. Operations and quality management (6 credits)

A general introduction to the basic concepts and principles of management of manufacturing and service operations. Emphasis will be on both the quantitative and qualitative aspects of operations management and the intention is to give students moderate exposure to the major topics in operations management.

BUSI0024. Investments (6 credits)

or

FINA2802 Investments (6 credits)

A comprehensive analysis of various investment vehicles and portfolio management techniques. Topics covered: modern portfolio theory and asset pricing models, portfolio management, investment strategies, analysis of common stocks and bonds, and introduction to derivatives securities.

Prerequisite: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance.

BUSI0025. Advanced topics in investments (6 credits)

A course on the modern portfolio theory and the various pricing models of securities.

Prerequisite: BUSI0024 Investments *or* FINA2802 Investments.

BUSI0026. Employment and labour relations (6 credits)

This course intends to give an overview on the fundamentals of labour relations theories pertaining to trade unionism, collective bargaining and workplace labour-management relations. Particular attention is also given to the development of the labour market, employment pattern and labour law in Hong Kong.

BUSI0027. Management accounting I (6 credits)

The theory and techniques involved in serving the accounting needs of management in the decision making, control, evaluation and motivational aspects.

Prerequisite: BUSI1002 Introduction to accounting. Students who have taken BUSI0007 Budgetary planning and control are not allowed to take this course.

BUSI0028. Management accounting II (6 credits)

A course on advanced problems in managerial accounting and management information and reporting systems for planning and control of operations. In particular it will include problems associated with large decentralized companies - divisional performance control, measurement and evaluation, transfer pricing.

Prerequisite: BUSI0027 Management accounting I.

BUSI0029. Human resource management and business strategy (6 credits)

This course proposes to look at the basic concepts of human resource management (HRM) and its application to Hong Kong. Emphasis will be placed on the strategic linkage between HRM and corporate management in the context of business changes and re-structuring. Comparative references will also be made to practices elsewhere in other industrial societies.

BUSI0030. Market competition and quality management (6 credits)

The objective of this course is to explore the problems and issues involved in the management of quality improvement and market competition. Emphasis will be on the strategic aspects of quality and marketing management and the intention is to give students exposure to important topics like customer value, quality improvement tools, quality concepts and its relationship with different aspects of marketing management.

Prerequisite: BUSI1004 Marketing.

BUSI0031. Marketing research (6 credits)

This course will cover the broad principles of marketing research. Emphasis will be placed on the use of marketing research as an aid to decision making. In this spirit students will be introduced to a variety of types of marketing research data. Students will be given the opportunity to engage in practical marketing research based exercises.

Prerequisite: BUSI1004 Marketing.

BUSI0032. Multinational corporations (6 credits)

This course studies the multinational enterprise (MNE) and the theoretical approaches that have been formulated to explain the growth and operation of this form of business on an international scale. Recent general theories will be considered in a critical manner to allow judgements to be made on their strengths and limitations.

Prerequisite: BUSI1007 Principles of management.

BUSI0033. Organizational change and development (6 credits)

The objective of this course is to explore the problems and issues involved in the management of organizational change and development. Major approaches and attempts to conceptualize the phenomenon will be examined in a critical manner. Particular attention will be paid to problems arising from company formation, entrepreneurial ventures, company expansion and growth, maturity and bureaucratization, corporate failure and recovery. Major strategies for change will be examined.

BUSI0034. Human resource: theory and practice (6 credits)

A course that draws upon an understanding of organizational behaviour to examine the techniques and practice of HRM. Topics include HRM and corporate strategy, human resource planning, recruitment and selection, performance management, training and development, employee relations.

BUSI0035. Production and operations (6 credits)

A course to introduce a systems-oriented view of production and operations management.

Prerequisites: BUSI0023 Operations and quality management, and BUSI0036 Quantitative analysis for business decisions I.

BUSI0036. Quantitative analysis for business decisions I (6 credits)

A course on the quantitative methods that are used to solve business problems and make managerial decisions. The course will involve the use of computers in the teaching process.

Prerequisite: STAT1008/STAT0302 Business statistics *or* STAT1003 Introductory statistics *or* STAT1004 Probability and statistics *or* STAT1001 Elementary statistical methods *or* STAT1301 Probability & statistics I *or* ECON1003 Analysis of economic data *or* equivalent.

BUSI0037. Quantitative analysis for business decisions II (6 credits)

A more advanced course on quantitative methods in problem solving. Topics include mathematical programming, dynamic programming, game theory, reliability, Markov chains, stochastic processes and applications in logistics, finance, marketing, inventory and operations.

Prerequisite: BUSI0036 Quantitative analysis for business decisions I *or* STAT0106 Business logistics.

BUSI0038. Services marketing (6 credits)

The course examines the characteristics of service organizations and how this affects their approach to marketing. Issues in the three dimensions of internal marketing; transactional marketing and external marketing are examined and the role of research analysed. Attention is paid to service culture and service value and the problems are illustrated by examples from Asian, American and European service firms.

Prerequisite: BUSI1004 Marketing.

BUSI0039. The development of modern China (6 credits)

The course will examine the historical development of modern China and the emergence of new forces and ideologies in the recent past. This should provide a backcloth for the interpretation of the economic and social events of the present time.

BUSI0044. International business (6 credits)

This is an introductory course to the field of international business, which will examine contemporary and historical changes in this field. The focus will be on three main areas: international trade, the international payments system and international production. The approach will consider the roles of various actors in these areas, including firms, states and international organizations and will discuss differing explanations of outcomes in each of the main areas that are offered by differing theoretical perspectives.

BUSI0045. Accounting seminar (6 credits)

A course on (a) the nature of accounting theory and research and (b) topical accounting issues.
Prerequisite: BUSI0020 Intermediate accounting II.

BUSI0046. Advanced information systems development (6 credits)

This course studies how emerging information technologies affect both the information systems development process and the information systems. Topics include computer-aided software engineering tools, distributed systems, electronic data interchange, and web-based technologies. Students will carry out a field study of a new technology or new techniques.

Prerequisites: BUSI0048 Business applications development, and BUSI0052 Database development and management *or* equivalent.

BUSI0047. Applied organization (6 credits)

This is a course on the design of high performance organization in the modern world. Topics include management structures of control and co-ordination, high-commitment work systems, design of compensation systems, virtual organization and the use of IT, organizational learning, organizational change, organization for cultural synergy, organization of international companies.

BUSI0048. Business applications development (6 credits)

This course introduces the basic concepts of programme development for business applications with an emphasis on user interface design and development, database design and querying and operating environments. Hands-on experience in selected application systems development tools will be emphasized.

Prerequisite: BUSI1003 Introduction to management information systems.

Remarks: This course is not available to BBA(IS) students.

BUSI0049. Business ethics (6 credits)

The course introduces concepts and tools that can be used for thinking about ethics and how ethical issues enter into the workplace in the modern world. Students will be guided to recognize ethical issues and dilemmas in business activities; to examine the situational forces at work in various business contexts; to learn the differences between the various approaches to ethics and how they play out in modern society, so as to become better able to devise ways out of ethical dilemmas. Special emphasis will be given to a corporation's responsibility to its shareholders and to society arising from the globalization of business activity, the growing role of government, and the increasing politicization of society.

BUSI0050. Consumer behaviour (6 credits)

This course is designed to understand how customers behave. It integrates the psychological processes that motivate and direct consumers and organizations in their consumption decisions. Students will learn to apply concepts and measurement tools to managing firms in Hong Kong and Mainland China through exercises, cases and projects. Implications for marketing decisions will be shared.

Prerequisite: BUSI1004 Marketing.

BUSI0051. Current topics in marketing management (6 credits)

This course focuses on current topics in managing a firm's marketing functions. Organized along a seminar mode, students will be exposed through their interactions in Hong Kong. Real life experiences and exposures to firms together with indepth intellectual challenges will be emphasized throughout the course. Indepth classroom discussion, management cases and applied business projects will be emphasized.

Prerequisite: BUSI1004 Marketing.

BUSI0052. Database development and management (6 credits)

This course studies the principles, design, development and administration of database management systems for business applications. Emphasis will be placed on the user/developer/administrator points of view.

Prerequisite: BUSI0048 Business applications development *or* equivalent.

Eligibility: Students taking or having taken CSIS0278 are not allowed to take this course.

BUSI0053. Decision support and expert systems (6 credits)

This course studies a range of modern decision technologies that can aid in decision making including decision support systems, group support systems, electronic meeting systems, artificial intelligence, expert systems, genetic algorithms and neural networks. Both technical and managerial issues related to the development and implementation of information systems using the above technologies will be discussed.

Prerequisites: BUSI0048 Business applications development, and BUSI0052 Database development and management *or* equivalent.

BUSI0054. Developing competencies in business creativity and innovation (6 credits)

This is a skill-building course, which aims to develop core entrepreneurial competencies. These competencies are the mental and behavioural skills required for undertaking the various forms of creative and innovative activity. The course builds upon the course on "Entrepreneurship, creativity and innovation". The course design emphasizes self-understanding and self-direction, and will be largely workshop based.

Prerequisite: BUSI0015 Entrepreneurship, creativity and innovation.

BUSI0055. Electronic commerce and virtual businesses (6 credits)

This course examines the progress of electronic commerce and focuses on the business opportunities and current technologies relevant to this emerging area of information technology. Students will learn how to set up a business on the Internet.

Prerequisites: BUSI1003 Introduction to management information systems, or CSIS1127 Introduction to information systems.

BUSI0056. Fixed income securities (6 credits)

or

FINA0804. Fixed income securities (6 credits)

An integrated analysis of the market institutions, theory and empirical evidence in the area of fixed-income markets. Topics covered: Treasury markets, bond mathematics, arbitrage-free models of the

term structure, corporate-debt pricing, convertible bonds, primary mortgage markets and securitization, immunization and portfolio insurance, valuation of futures and options on bonds, embedded options, and interest rate risk management.

Prerequisites: BUSI0016 Introduction to finance or FINA1002 Introduction to finance, and BUSI0069 Derivative securities or FINA0301 Derivative securities.

BUSI0057. High-performance work systems (6 credits)

This course examines the principles and practice of designing and operating systems of work that combine the optimum use of technology with high performance and motivation. Topics include socio-technical systems analysis, teamwork and networking.

BUSI0058. Human resource planning and career management (6 credits)

This course aims to provide an understanding of how the demand and supply of human resources can be brought into balance, and people already in employment can be helped to develop in their work careers. Topics covered include appraisal, counselling, development and training, and career planning. Ways in which HRM managers can facilitate organizational learning are also examined.

BUSI0059. Information systems analysis and design (6 credits)

This course examines the application of information technology to business and analyses the various stages of a system life cycle with the development of computer-based information systems. Techniques for modeling data and process requirements will be discussed.

Prerequisite: BUSI1003 Introduction to management information systems *or* CSIS1127 Introduction to information systems.

Remarks: This course is not available to BBA(IS) students.

BUSI0060. Information systems development and project management I (6 credits)

This course examines the concepts, techniques, activities and issues for information systems development projects. Student teams will carry out structured projects for project planning and scheduling, cost estimation, risk analysis, team organization, process management and quality assurance. Use of tools and managerial techniques in support of the above activities will be introduced.

Remarks: This course is available to Year III students in BBA IS Major and BBA(IS) only.

BUSI0061. Information systems development and project management II (6 credits)

This is a continuation of the course BUSI0060 Information systems development and project management I. Remarks: This course is available to Year III students in BBA IS Major and BBA(IS) only.

Prerequisite: BUSI0060 Information systems development and project management I.

BUSI0062. Information systems management and strategy (6 credits)

This course examines issues related to managing information systems in an organization including role of the chief information officer, information planning and business strategy, and various frameworks for understanding the function of information systems in an organization.

Prerequisite: BUSI1003 Introduction to management information systems *or* equivalent.

BUSI0063. Internet applications development (6 credits)

This course studies how to develop Internet-based business applications. Resources, tools and services available on the Internet will be introduced. Topics to be covered include: HTML, Java applets, HTTP and CGI, JavaScript, Java Servlets and JSP, Perl, PHP, ASP, Web spiders and search engines, Wireless applications (e.g., J2ME, WAP), Other current topics.

Prerequisites: Proficiency in Java Programming; and BUSI0048 Business applications development or equivalent; and BUSI0052 Database development and management or equivalent.

BUSI0064. Leadership development programme (3 credits)

This workshop will explore key processes of leadership experientially in a simulated political, social and business environment. The purpose is to provide students with knowledge in leadership theories, models and frameworks with opportunities to experiment with natural and new leadership behaviour in a simulated context. Having gone through these processes in a collective, multi-staged exercise, there will be opportunity for reflection, sharing of experience and integration of practice with theories, in the presence of facilitators.

BUSI0065. Information systems security management (6 credits)

This course studies two key issues in developing business applications on the commercial Internet: management of the web site and security of the information stored on and obtained from the site. Issues including updating, encryption and authentication will be discussed.

Prerequisite: BUSI1003 Introduction to management information systems *or* equivalent.

BUSI0066. Marketing on the commercial internet (6 credits)

This course studies the progress of the Internet, World Wide Web and related technologies for the marketing, selling and distribution of goods and services. Both technology and business marketing issues will be discussed.

Prerequisites: BUSI1004 Marketing, and BUSI1003 Introduction to management information systems *or* equivalent.

BUSI0067. Mergers and acquisitions (6 credits)

A course focusing on the theories and market practices of mergers, acquisitions, corporate restructuring and corporate control. Various valuation, strategic and economic issues are examined through case analysis.

Prerequisite: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance.

BUSI0068. Multimedia applications development (6 credits)

This course introduces the various multimedia applications and the technologies based on which these applications are developed. Technologies that enable the achieving and retrieval of text, graphics, sound and video via optional storage devices will be examined.

Prerequisites: BUSI0048 Business applications development, and BUSI0052 Database development and management *or* equivalent.

BUSI0069. Derivative securities (6 credits)*or***FINA0301. Derivative securities (6 credits)**

To provide a comprehensive analysis of the properties of options and futures and to offer a theoretical framework within which all derivatives can be valued and hedged. Topics covered: simple arbitrage relationships for forward and futures contracts, hedging and basis risk, stock index futures, swaps, trading strategies involving options, valuation of options using a binomial model and the Black-Scholes analysis, options on interest rates, stock indices, currencies and futures, and exotic options.

Prerequisite: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance.

BUSI0070. Reward and compensation (6 credits)

This course addresses the design of reward and compensation systems and the contribution they can make to the attainment of an organization's strategic objectives. Among the specific techniques covered are job evaluation, design of incentives, performance-related pay, and non-monetary rewards.

BUSI0071. Strategic marketing management (6 credits)

This course is designed as a capstone course that integrates a firm's marketing decisions. It covers a firm's strategic market orientation, its allocation of resources and effectiveness of its marketing strategies. The course emphasizes managerial implications for different types of firms. Students will learn how to apply the course contents through indepth studies of firms, research projects and management cases.

Prerequisites: BUSI1004 Marketing, and BUSI0031 Marketing research.

BUSI0072. Team building programme (3 credits)

The objective of the workshop is to explore key aspects of group dynamics through a process of experiential learning. The aspects that we shall be considering include leadership and communication, planning and organizing, decision-making and problem solving, trust and team building in the context of business and management. The activities you will undertake consist of a series of problems to be resolved through the combined efforts of your group members. The problems are physical in nature, rather than hypothetical and cognitive, and requires the application of organizational skills for successful and efficient solutions.

BUSI0073. Data communications and networking management (6 credits)

This course introduces the concepts and terminology of telecommunications and computing network in support of business activities including data, voice, image and communication technologies, networking and communication architectures, protocols and standards. The development of Hong Kong telecommunication infrastructure will also be discussed.

Prerequisite: BUSI0059 Information systems analysis and design *or* equivalent.

Eligibility: Students taking or having taken CSIS0234 are not allowed to take this course.

BUSI0074. Telecommunications policy and business (6 credits)

This course provides an overview of recent developments of the telecommunications industries in Hong Kong and around the Asia-Pacific Region. Telecommunications infrastructure policies introduced by respective governments in the Region and the impacts of these policies on business operations will be examined.

Prerequisite: BUSI1003 Introduction to management information systems *or* equivalent.

BUSI0075. Current topics in human resource management (6 credits)

This course focuses on current topics in managing a firm's human resource management functions. In-depth classroom discussion, management cases and applied business projects will be emphasized.

BUSI0076. Current topics in information systems (6 credits)

Study of selected areas of information systems and information technology. Topics vary with recent developments and current interest.

BUSI0077. Selections and training (6 credits)

This course will focus on the basic concepts of selections and recruitment, training and development of different employees, and human resources utility analysis. In particular, students will be exposed to different recruiting process and the whole spectrum of training and development techniques and demonstrates how they can add value to business success.

BUSI0078. Compensation and benefits (6 credits)

This course will focus on the basic concepts of pay and compensation policy of different employees. In particular, students will be exposed to the fundamental pay and benefits administration, along with the importance of rewards and the impact of rewards on employee attraction, motivation and retention.

BUSI0080. International financial management (6 credits)

The international corporation and its environment. Forex markets, Forex risk management. International working capital management. International treasury management. Foreign investment and capital budgeting. International financial markets: Euro-currency, Euro-bond, and Euro-notes markets.

BUSI0082. Professional preparation program I (No credit)

To prepare BBA and BBA(Acc&Fin) Year 1 students for a career in professional accounting, this non-credit course is a full-year course including a series of seminar/workshop discussing career opportunities and professional ethics, developing interpersonal, communication and time-management skills and also social events providing opportunities to interact with accounting and business professionals. Class meets once a month for an hour and half during the first academic year. Pass/Fail grade.

BUSI0083. Professional preparation program II (No credit)

To prepare BBA(Acc&Fin) Year 2 students for a career in professional accounting, this non-credit course is a full-year course including presentations by leading business and accounting professionals on current business and accounting issues and seminars/workshops developing skills in job search, interview, leadership and organization. Class meets once a month for an hour and half during the second academic year. Pass/Fail grade.

BUSI0084. Advanced topics in auditing (6 credits)

This course extends the first Auditing course to further examine various advanced topics including advanced auditing techniques, auditing for operations and efficiency, auditing web based information, EDP auditing, environmental auditing, forensic accounting and contemporary issues of auditing.

Prerequisite: BUSI0006 Auditing and BUSI0003 Advanced Financial Accounting.

BUSI0085. Advanced topics in taxation (6 credits)

The course is an in-depth review of the law and practice of taxation for planning and management in the Hong Kong environment. The subject will discuss how international tax principles affect foreign direct investment decisions and highlight the relationships between the international tax principles and the local tax system. General discussion of the Mainland tax system will also be included.

Prerequisite: BUSI0018 Hong Kong Taxation.

BUSI0086. Controllership (6 credits)

This course is a comprehensive examination of the diverse functions of a controller within the contemporary business enterprise. Topics cover include strategic cost management, the advanced use of information for management planning, control and decision making, the evaluation of incentive and performance measurement systems as well as international and contemporary management accounting issues.

Prerequisite: BUSI0028 Management Accounting II and BUSI0020 Intermediate Accounting II.

BUSI0087. Business case analysis (3 credits)

This course is designed to show students how to deal with complex business issues. Most business issues are complex and multifaceted. It puts students in a rich teaching and learning environment that encourages asking the right questions, formulating problems, and discovering and designing doable courses of action. Through a large number of case studies students learn to think laterally, develop a variety of ideas, explore their leadership potential within groups, and communicate their ideas articulately.

Remarks: This course is available to Year II or above students of the Faculty of Business and Economics only.

BUSI0088. Artificial intelligence for business applications (6 credits)

This course focuses on the fundamentals of Artificial Intelligence (AI) and their applications in business. Students will learn how to use various AI techniques to solve real-world business problems and gain hands-on experience in developing and using different AI tools. Topics to be covered include: basics of AI, uses of AI in business applications, AI algorithms, e.g., neural networks, decision trees, genetic algorithms, intelligent agents, human computer interaction, knowledge management technologies, document management, AI for customer relationship management, expert systems, data mining, text mining, web mining, other current topics.

Prerequisites: Proficiency in Java Programming and BUSI0048 Business applications development or equivalent; and BUSI0052 Database development and management or equivalent.

BUSI0089. Studies on China's competitiveness (6 credits)

Studies on China's Competitiveness will focus on the competitiveness of the economy and industries of Mainland China and examine China's competitiveness on a regional, industry and activity basis. Globalization and China's accession to WTO will present unprecedented opportunities and challenges for China's economy and industries. As such, China's position in the globalized world economic system and its ability to move up the value-added ladder is critical to its sustainable economic development. Given Hong Kong's close links to the economy of the Chinese Mainland, China's economic future will heavily influence that of every industry in Hong Kong. Through a detailed analysis of a cross section of Chinese industries, the course will help the students to have a better understanding of the current status of China's competitiveness and future dynamics.

BUSI0090. The European business environment (6 credits)

This course is intended for those who wish to study the evolution of the European Business Environment and the processes by which it operates. It investigates the broader political, cultural, economic, legal and philosophical basis of the business milieu mostly in western Europe but with, when appropriate, reference to the Eastern European states. It includes the typologies of businesses as conducted in selected states where the free market, remnants of state control and the regional and global influences all have a part to play. Teaching would be based on lectures, case studies and simulations with visiting lectures from various Consulates to enrich the content.

Assessment: For this course the assessment would be by one written final examination of two hours carrying 60% of the total, one individual submission based on a case study (25%) and one group classroom session in analysis of a business problem (15%).

BUSI0091. Business intelligent systems (6 credits)

This course is designed to provide an overview of business intelligent systems (BIS) and their use in the business environment. Topics include business intelligent systems/technology concepts, introduction to various BIS (e.g., Knowledge Management Systems), and business cases for BIS development and adoption.

Prerequisites: BUSI1003 Introduction to management information systems.

BUSI0092. Advanced database management & data mining (6 credits)

The course will consist of two parts. In the first part of the course, advanced database concepts such as views, triggers, stored procedures, SQL*Plus and PL/SQL, will be covered. Other topics that may be covered include database administration and performance tuning. In the second part of the course, various techniques in data mining such as decision trees, neural networks, clustering etc. will be covered with suitable business related examples.

Prerequisite: BUSI0052 Database development and management *or* CSIS0278 Introduction to database management systems.

BUSI0093. Enterprise resources planning systems (6 credits)

This course is designed to provide an overview of enterprise resource planning systems and their use in the business environment. Topics include basic Enterprise Resource Planning Systems concepts, business processes, functions and data requirements as well as systems implementation issues.

Prerequisites: BUSI1003 Introduction to management information systems.

BUSI0094. Managing e-business transformation (6 credits)

The course provides a roadmap for managers planning to transform their companies into an inter-networked enterprise where shared infrastructures are used to link customers, suppliers, partners and employees to create superior economic value. It covers e-business strategy, infrastructure, process management, and integration and implementation. The course is based on the premise that integrating Internet technologies throughout the value chain is crucial in building and managing customer relationships and thus brand equity.

Prerequisites: BUSI1003 Introduction to management information systems.

BUSI1001. Business law (6 credits)

An introduction to the Hong Kong legal system, the fundamentals and general principles of Hong Kong law, and other legal concepts which a manager may be expected to encounter in the business environment.

BUSI1005. Organizational behaviour (6 credits)

A course on the concepts and key research findings which can help us to understand the human behaviour in organizations. Topics include motivation, leadership theory, group dynamics, morale, communications, control techniques and organizational culture.

Prerequisite: BUSI1007 Principles of management.

BUSI3001. Global analysis team project (6 credits)

The primary objective of this course is to develop the students' capability to understand the strategic situation in a business, economic, social, political and/or environmental aspect in the global arena. Students are also expected to devise viable alternatives for dealing with the key issues facing it. They will partner with students from overseas universities to work on this global analysis team project in their final year of study.

BUSI3002. Leadership development programme (3 credits)

This course aims at enabling students to develop themselves as leaders of organizations and to embark on paths of personal leadership development. The following concepts will be covered: motivation, lifelong leadership development, personal leadership development plan, stress and adversity management, peer mentoring, group dynamics, work and life balance as well as purpose-driven leadership.

BUSI3011. Corporate governance and social responsibility (6 credits)

In this course, students learn about the complex responsibilities facing business leaders today. It will explore the use of accounting information and internal control in ensuring efficient and effective operations, reducing the cost of capital, production and distribution, and complying with legal, regulatory and corporate oversight requirements. It also teaches students about ethics and governance systems that leaders can use to promote socially responsible conduct by organizations and their employees, and shows how personal values can play a critical role in effective leadership.

BUSI3012. International and cross-boundary trade law (6 credits)

This course covers the legal aspects of the international trade. It also provides students with background on international legal framework for cross-border trading and business activities, as China embarks on liberalization of its business environment as a member of the World Trade Organization.

BUSI3511. Selected topics in marketing strategy (6 credits)

This course is designed to focus on selected topics that are of salience to managing firm marketing strategies and operations in Mainland China or Hong Kong. It may include but not restricted to the following contemporary marketing issues including branding, new product development, marketing high-technology products and customer relationship management.

BUSI3512. Developing marketing competence (6 credits)

This course is designed to explore various issues on how firms develop and manage their marketing operations in our consistently changing market environment. How firms assess and learn from its environment, design their internal strategic cultures, develop proper strategic options, ensure its key marketing functions operate efficiently and effectively are key topics to be covered. The course will use case studies and guest lectures extensively.

BUSI3601. Supply chain management (6 credits)

The course is designed to prepare attendants to apply concepts, strategies, and information technology in supply chain management. Traditionally industries focus on operation evaluation and performance improvement of business processes; however, the deficiency of supply chain coordination results in severe downgrade of business competitiveness. With advent of information technology, computers not only improve operation and management and also strategic decision-making as well. This course focuses on the systems approach to the planning, analysis, design, development, and evaluation of supply chain management.

- Introduce principles and approaches to enhance knowledge and experience in management decision-making in business logistics.
- Study modern information technology to reduce cost and improve service in supply chain management.
- Carry out case study and project on information access, information coordination, and information processing for supply chain management in various business environments.

Prerequisite: BUSI1003 Introduction to management information systems *or* equivalent.

BUSI3602. IT and entrepreneurship (6 credits)

This course is designed to introduce students to the core concepts of Entrepreneurship with a special emphasis on those entrepreneurial settings involving the use of information technology (IT). Students will be exposed to the key processes, challenges, risks and rewards of starting up an entrepreneurial business and are expected to apply the concepts and knowledge learned in the course to develop an entrepreneurial business plan that could be presented to potential investors and venture capitalists.

Prerequisites: BUSI1003 Introduction to management information systems and BUSI1007 Principles of management.

Description for Undergraduate Courses Offered By School of Economics and Finance 2005-2006

“ECON1001 Introduction to Economics I” is a prerequisite for all year 2 and year 3 Economics and Finance courses. Additional prerequisites are specified in the descriptions for the courses concerned. Not all courses listed below will necessarily be offered in 2005-2006.

Year One

ECON0003. Great economists of our time (3 credits)

Through the biographies of 12 of the great economists of the 20th century, this course introduces students to the power of economic analysis of real world observations and problems, and in a broader context, to the fascination of intellectual pursuits. This course also serves to illustrate the central ideas of economics, which are still very much in use today.

ECON1001. Introduction to economics I (6 credits)

An introduction to the basic concepts and principles of microeconomics - the study of demand and supply, consumer theory, cost and production, market structure, and resource allocation efficiency.

ECON1002. Introduction to economics II (6 credits)

This course is an introduction to macroeconomics – the study of business cycle fluctuations and long run economic growth. Topics include the measurement of national economic performance; the problems of recession, unemployment, and inflation; money supply, government spending, and taxation; fiscal and monetary policies for full employment and price stability; the determination of the exchange rate; and international trade and payments.

ECON1003. Analysis of economic data (6 credits)

This course studies the measurement and interpretation of economic variables, and how to model their relationships using appropriate empirical methods. Topics include interpretation of headline statistics, describing economic aggregates, modeling of economic relationships and drawing conclusions from observations.

Remarks: Not open to students taking or having taken STAT0301, STAT0302, STAT0601, STAT0602, STAT1000, STAT1001, STAT1003, STAT1006, STAT1007, STAT1008, STAT1301 or STAT1801.

FINA0003. Current Asian finance: issues, ideas and practices (3 credits)

This course aims to provide students with an understanding of the most important issues in Asian financial markets, develop their interests and knowledge in areas related to business and finance in Asia (with a focus on Hong Kong), and give them hands-on experience in writing reports and presenting analytical results.

Remarks: Open only to students of the Faculty of Business and Economics.

FINA1002. Introduction to finance (6 credits) or
BUSI0016. Introduction to finance (6 credits)

An introduction to finance with an emphasis on the decisions and issues faced by the firm. The course will also cover the interrelated topics of individuals choosing between different investment alternatives, and the functioning of capital markets in equating the supply and demand of capital. Specific areas covered include: the basics of valuation using discounted cash flows, valuation of stocks and bonds, valuation and choosing between competing projects, risk and return, the cost of capital, and financial planning and forecasting. Throughout the course, emphasis will be placed on the basic paradigms in finance including net present value, the capital asset pricing model and market efficiency.

Remarks: It is advisable to take BUSI1002 Introduction to accounting prior to this course.

Year Two

ECON0701. Introductory econometrics (6 credits)

Econometrics is the branch of economics that formulates statistical methodology for use in analyzing economic data. Consequently, the objective of this course is to prepare students for basic empirical work in economics. In particular, topics will include multiple regression analysis, statistical inference and hypothesis testing, functional form specification, time series models, and limited dependent variable models. Students will have the opportunity to use actual economic data to test economic theories.

ECON2101. Microeconomic theory (6 credits)

The laws of demand, supply, returns, and costs; price and output determination in different market situations; theory of factor pricing and income distribution; general equilibrium; interest and capital.

Remarks: Not open to students taking or having taken ECON2113 Microeconomic analysis.

ECON2102. Macroeconomic theory (6 credits)

Theories of income, employment, and the price level; analysis of secular growth and business fluctuations; introduction to monetary and fiscal policy.

Remarks: Not open to students taking or having taken ECON2114 Macroeconomic analysis.

ECON2113. Microeconomic analysis (6 credits)

Examine microeconomic issues with applications. Topics include: consumer behaviour, cost structure, market structure, theory of the firm, factor market and general equilibrium.

Remarks: Open only to non-BEcon, non-BFin and non-BEcon&Fin students; candidates who have taken ECON2101 Microeconomic theory are not allowed to take this course.

ECON2114. Macroeconomic analysis (6 credits)

Economics of inflation, unemployment, income and output determination in the short run and the long run. Money, interest rates and exchange rates. Macroeconomic stabilization policies and open economy macroeconomic issues.

Remarks: Open only to non-BEcon, non-BFin and non-BEcon&Fin students; candidates who have taken ECON2102 Macroeconomic theory are not allowed to take this course.

FINA0302. Corporate finance (6 credits) or
BUSI0011. Corporate finance (6 credits)

A course on the advanced treatment of corporate financial decisions. Topics to be covered include corporate valuation; cost of capital; capital structure; leasing; mergers and acquisitions; options; warrants; and convertible bonds.

Prerequisite: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance.

FINA2802. Investments (6 credits) or
BUSI0024. Investments (6 credits)

A comprehensive analysis of various investment vehicles and portfolio management techniques. Topics covered: modern portfolio theory and asset pricing models, portfolio management, investment strategies, analysis of common stocks and bonds, and introduction to derivatives securities.

Prerequisite: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance.

Year Two or Year Three Electives
(Economics Courses)

ECON0103. Economics of human resources (6 credits)

This course studies the allocation of human resources through the labour market and the utilisation of human resources inside the firm. Issues related to investment in human capital, wage determination, labour force participation, worker mobility, hiring decisions and other personnel practices are examined.

ECON0104. Public finance (6 credits)

Study of the role of government in the economy, using microeconomic theory. The course covers public expenditure analysis and methods of financing government expenditures. It explores the underlying theory of welfare economics as well as the economic effects of public policy such as public sector pricing, expenditure and tax policies.

ECON0106. Games and decisions (6 credits)

This course offers an introduction to game theory. It covers core concepts in game theory and its applications. The core concepts include sequential games, game tree, subgame-perfect equilibrium, simultaneous games, game table, Nash equilibrium in pure strategies, mixed-strategy Nash equilibrium, and expected utility. These concepts are used to provide analyses of the role of reputation, and penalties and rewards in sustaining cooperation; the importance of credibility in commitments, threats and promises; the problems, and solutions, of public goods and externalities; behavior under asymmetric information: moral hazard, adverse selection, signaling, and screening; and interaction between individuals when the assumption of perfect rationality is relaxed.

ECON0107. History of economic thought (6 credits)

A reflection on the various ways modern economic ideas trace their roots to some major analytical writings of the old masters. Over time, some paradigms were better developed and vigorously refined, while some important questions were lost. The course begins with the French School founded by Quesnay, and then proceeds along the English tradition: Smith, Ricardo, Mill and finally the Cambridge School from Marshall to Keynes. The Austrian School will also be introduced, covering some writings from Wicksell to Hayek.

ECON0109. Topics in macroeconomics (6 credits)

This course provides students with an up-to-date account of the theory and practice of modern macroeconomics. The following areas that have shaped modern macroeconomic research will be covered: real business cycle theory, endogenous growth theory, and new Keynesian theories of labour markets, asset markets and stick prices. Other selected topics on fiscal and monetary policy will also be discussed.

Prerequisites: ECON2101 Microeconomic theory or ECON2113 Microeconomic analysis, and ECON2102 Macroeconomic theory or ECON2114 Macroeconomic analysis

ECON0204. The economics of finance (6 credits)

A survey of the economic theory underlying corporate and investment finance models, with an emphasis on financial instruments. Topics include: balance sheet management and evaluation, capital market equilibrium and efficiency, evolution of credit and money market instruments like financial swaps, stocks and bonds, financial futures and options. Eurocurrencies and the role played by banks, insurance companies and other financial institutions.

ECON0205. Theories of investment (6 credits)

Applications of the theory of choice over time (capital theory) to the investment decisions of individuals, firms and economies, under different assumptions regarding certainty, uncertainty, and adjustment costs.

ECON0206. Capital theory (6 credits)

General equilibrium theory involving time under certainty conditions. The concepts of full information, stationary state, and steady state. Assumptions about information costs, transaction costs and complete markets. Fisher's separation theorem. Theory of consumption over discrete and continuous time. Theory of production over discrete and continuous time. Determination of general equilibrium over time. Intertemporal prices and interest rates.

ECON0207. Monetary economics (6 credits)

This course discusses the role of money in the economy, including how money affects inflation, interest rates and output and employment in both the static and dynamic contexts. Related topics are theories of money demand and supply, the conduct of monetary policy, rules vs. discretion, adaptive and rational expectations, time inconsistency, origin of money, and electronic means of payments .

Remarks: Candidates who have taken ECON0201 Money and banking are not allowed to take this course.

ECON0208. Economics of banking (6 credits)

This course examines the functions and behaviour of banks from an economic rather than a management perspective. Topics include origin of financial intermediaries, banks vs. non-bank financial institutions, organization of the banking industry, lender-borrower relationship, equilibrium credit rationing, banks as delegated monitors, banks in the macroeconomy, bank runs and systematic risks, risk management of the banking firm, and the regulation of banks.

Remarks: Candidates who have taken ECON0201 Money and banking are not allowed to take this course.

ECON0209. Finance and development (6 credits)

This course studies the interaction between the financial sector and the rest of the economy, that is, how financial markets and institutions affect economic performance and vice versa. Topics include flow-of-funds accounts, financial structure and economic development, financial repression, financial liberalization and financial deepening, financial reform in developing and transition economies, banking crises and currency crises, capital account liberalization, the globalization of world capital markets, and financial policies and regulation.

ECON0301. Theory of international trade (6 credits)

The theory of international trade: the bases, direction, terms, volume, and gains of trade. The effects of tariffs, quantitative restrictions, and international integration.

ECON0302. International finance (6 credits)

The interpretation of balance of payments and the adjustment to national and international equilibria, through changes in price levels, exchange rates, and national income. Other topics may include: foreign exchange market and Eurocurrency market, alternative exchange rate regimes, capital movements, exchange controls, and international monetary organizations.

ECON0401. Comparative economic systems (6 credits)

Alternative approaches to the understanding of the operation of economic systems, including an approach based on different structures of property rights.

ECON0402. Industrial organization (6 credits)

This course studies the pricing and output decisions of firms and the performance of the market under various market structures. Topics include theories of oligopoly; product differentiation; the effects of imperfect and asymmetric information; the examination of pricing practices such as price discrimination, tie-in selling, and resale price maintenance; collusion and anti-competitive behaviours, and public policies related to the promotion or restriction of competition.

ECON0403. The economics of property rights (6 credits)

Implications of different structures of property rights for economic behaviour; rights structures classified in terms of exclusivity and transferability; costs of enforcing rights and of forming contracts as main constraints in the derivation of hypotheses; the Coase Theorem and the theories associated with contracting.

ECON0405. The economics of law (6 credits)

Economic analysis applied to law. Topics may include: efficiency of law, rules of liability, tort rights and remedies, criminal sanction, legislative processes as resource allocating and income distributing mechanisms.

ECON0406. The economy and the state (6 credits)

Economic analysis is applied to the study of public choice and the relationship between the state and the economy. Topics include: social choice, collective action, voting and elections, interest groups, bureaucracy, constitutions, law and courts, property rights and institutional change.

ECON0501. Economic development (6 credits)

Characteristics of underdevelopment; factors in economic development; theoretical and policy aspects of development.

ECON0503. Urban economics (6 credits)

Urban economics is the study of the location choices of firms and households. It examines the question of the where of economic activity, a question largely ignored by the other branches of economics. Topics include the growth and development of cities; land use within cities; urban transportation; housing and public policy; urban problems such as pollution, poverty and crime; and market forces determining the locations of ports and other transshipment points.

ECON0504. Transportation economics (6 credits)

Microeconomic theory applied to transportation, with an emphasis placed on intercity freight and passenger transportation. Topics include: cost function approach to transport supply, economies of scale and traffic density, structure of demand among discrete modal choices, value of time, forecasting of demand and modal split, optimal pricing and investment in infrastructure, contestable markets and the theory of network competition, and regulation of rates, entry and exit.

ECON0601. Economic development of China (6 credits)

An analytical study of the major problems in China's economic development since 1949. Topics include: economic heritage, development strategy, economic organization, planning, management, reform, and an evaluation of the Chinese experiments.

ECON0602. Foreign trade and investment in China (6 credits)

This course has three parts: China trade, Chinese financial markets and direct investment in China. For China trade, topics include: structure and trend of Chinese exports and imports, reform of Chinese foreign trade regime, foreign exchange rate regime and China's role in the new trade environment under the World Trade Organization. For Chinese financial markets, emphasis will be placed on Chinese financial institutions and markets including: the central banking system, the commercial banking industry, government and corporate debt markets, the stock market, and the foreign exchange market. For direct investment in China, theories of corporate finance and corporate governance will be used to analyze the behaviour of Chinese enterprises and the implications of such behaviour for foreign joint ventures. Government regulations will also be covered.

ECON0603. The economic system of Hong Kong (6 credits)

The course provides a comprehensive discussion of the salient aspects of the Hong Kong economy. Topics include Hong Kong's national income accounting and economic development, the monetary system and exchange rate regime, the financial system, public finance and fiscal policy, external trade and foreign investment, economic relations with the Mainland, the labour market and employment, the property market and housing policy, regulation of public utilities and competition policy, industrial development and policy, and income distribution. Emphasis will be given to both economic analysis and institutional arrangements of the major economic sectors and related policies. Attention will be given to topics of recent public concern.

ECON0605. Economic history of China (6 credits)

An overview of China's economy from the Han dynasty to the 20th Century and its relation with the rest of the world. Growth in productivity and population, development of transportation and market infrastructure, money and credit in the two Han, Sui/Tang, Song/Yuan, and Ming/Qing era. China's foreign trade in classical, medieval and modern times. European discovery of the New World and its impact on China's economy and trade. Comparisons of Ming/Qing China with early modern Europe. Reasons why China fell behind and why the Industrial Revolution did not happen in Ming/Qing China. Implications for the 21st century.

ECON0606. Current economic affairs (6 credits)

This seminar-style course is designed to train students to analyse economic problems of the day, particularly those relating to the Hong Kong economy. Students are expected to conduct supervised research on current economic problems and to lead and participate in classroom discussions.

ECON0702. Mathematical methods in economics (6 credits)

The main emphasis of the course is to explain the mathematical structure of some undergraduate level economic theories, in terms of the way in which each particular mathematical assumption is translated into their economic counterpart. The course covers multi-variable unconstrained maximization, constrained maximization, comparative statics, and a brief introduction to some dynamic economic models.

ECON0703. Mathematical economics (6 credits)

Modern economic theory treated mathematically. Topics may include: applications of optimization to choice theory, applications of the implicit function theorem to comparative statics, applications of differential and difference equations to stability of equilibrium, applications of linear mathematics and fixed point theorems to Leontief and Arrow-Debreu models.

ECON0706. Uncertainty and information (6 credits)

This course examines the effects of uncertainty and imperfect information on individual decision making and on market equilibrium. Topics may include the expected utility hypothesis, risk bearing and risk sharing, search, adverse selection, signaling, contract theory, mechanism design, information acquisition and information transmission.

ECON0707. Economic forecasting (6 credits)

This course introduces basic techniques in forecasting economic structural relationships. Topics include smoothing, filters, arima models, unit roots and stochastic trends, vector autoregressions, cointegration and error correction, regime switching, volatility, diagnostics, model selection, forecast evaluation and combination.

Prerequisite: ECON0701 Introductory econometrics.

ECON3108. Selected topics in price theory (6 credits)

This course acts as a platform to provide an overview of topics that are conceived to be pivotal in economics. The topics are essentially micro-based, but have applications in other disciplines like macroeconomics and finance. Specific topics are picked by the instructor. Previous examples include venture capital and private equity; property rights, theory of the firm, incomplete contracting, financial contracting, bankruptcy, and corporate voting.

Prerequisites: ECON2101 Microeconomic theory *or* ECON2113 Microeconomic analysis.

ECON3505. Project evaluation (6 credits)

This course covers the economic evaluation of projects from a public sector viewpoint using microeconomic tools. It explores the normative aspects of evaluating public projects and policies, the measurement of welfare change and public investment criteria, and employs basic financial analysis. Economic and financial evaluation of government projects and Build-Operate-Transfer infrastructure projects (so-called BOT projects) will be discussed.

Prerequisites: ECON2101 Microeconomic theory *or* ECON2113 Microeconomic analysis.

**Year Three Electives
(Economics Courses)****ECON3801. Reading course (6 credits)**

This course consists of supervised reading and written work. Candidates may specialize in one topic under the supervision of faculty members of the School of Economics and Finance. Examples of topics are: the problem of social cost, investment in human capital, general equilibrium theory, empirical methods in international trade, international monetary relations, theories of saving and the East Asian economies, and current economic problems of Hong Kong.

Candidates must submit the title of their project within the first two weeks of the semester for approval by the Director of the School of Economics and Finance. An original project paper is required in lieu of a written paper in the Examination. The project paper shall not exceed 10,000 words in length, and must be completed and presented not later than the last day of the examination period for that semester. Candidates shall submit a statement that the project paper represent their own work (or in the case of joint work, a statement countersigned by their co-worker(s), which shows the degree of their work) undertaken after the registration in the course.

ECON3802. Dissertation (12 credits)

Candidates may write a dissertation under the supervision of faculty members of the School of Economics and Finance. Topics offered may vary from year to year, depending on the research interests of the lecturer. A satisfactory dissertation may be offered in lieu of two written papers in the Examination.

Candidates must submit the title and an outline of their dissertation for approval by the Director of the School of Economics and Finance not later than December 1 of the final year of the curriculum, and the dissertation, which should not exceed 20,000 words in length, shall be completed and presented not later than May 31 of that academic year. (Note: The course extends over two semesters. Candidates must enroll in the first semester.)

Prerequisite: Cumulative GPA of 3.0 or above at the time of enrolment.

Remarks: Open only to BEcon/BEcon&Fin students and students major in Economics.

Year Two or Year Three Electives (Finance Courses)

FINA0102. Financial markets and institutions (6 credits) *or* BUSI0017. Financial markets and institutions (6 credits)

This course is designed to introduce and analyze the structure, operations and functions of the financial system. The course starts with an introduction to financial markets' role in the economy, and the determination of interest rates and valuation of cash flows. The course then discusses various financial markets including money markets, bond markets, mortgage markets, stock markets and derivatives markets. Financial institutions will be discussed with an emphasis on their major functions and operations.

Prerequisite: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance.

FINA0103. International banking (6 credits)

Nature of international banking. Comparison with domestic banking. Jurisdiction and regulatory framework: the Basle Concordat. Xeno-currency markets and international banking. International financing techniques: loan syndication, project finance, NIFs, RUFs etc. Risk exposure and control: sovereign risk, country risk, exchange risk, interest risk and credit risk. Management and strategies of international banks. "National treatment" and financial centres.

FINA0104. Management of commercial banks (6 credits)

This course introduces basic bank management techniques that include: asset and liability management, liquidity and reserve management, credit analysis, loan pricing and off-balance-sheet banking. Regulatory issues of commercial banks are also discussed.

FINA0105. International financial management (6 credits)

The international corporation and its environment. Forex markets. Forex risk management. International working capital management. International treasury management. Foreign investment and capital budgeting. International financial markets: Euro-currency, Euro-bond, and Euro-notes markets.

FINA0106. Insurance: theory and practice (6 credits)

Insurance is the study of risk financing through risk pooling. The use of insurance to reduce the adverse financial impact in case of a loss has become an important element of financial and risk management in our society. This course will cover the theories underlying each major type of insurance products; the characteristics of the contractual agreements pertaining to insurance products; the structure of the insurance industry and its impact on the pricing of insurance products; the operation of insurance companies and the need for government regulations of the industry.

FINA0301. Derivative securities (6 credits) or
BUSI0069. Derivative securities (6 credits)

To provide a comprehensive analysis of the properties of options and futures and to offer a theoretical framework within which all derivatives can be valued and hedged. Topics covered: simple arbitrage relationships for forward and futures contracts, hedging and basis risk, stock index futures, swaps, trading strategies involving options, valuation of options using a binomial model and the Black-Scholes analysis, options on interest rates, stock indices, currencies and futures, and exotic options.
 Prerequisite: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance.

FINA0401. Empirical finance (6 credits)

This course is a survey and introduction to the empirical research methods commonly used in the analysis of financial markets and how they are applied to actual market data. Topics may include: properties and patterns of returns, tests of asset pricing models and term structure models, efficient markets hypothesis and return anomalies, event study methodology, and estimating time-varying volatility models.
 Prerequisite: ECON0701 Introductory econometrics.

FINA0402. Mathematical finance (6 credits)

Arbitrage Theory. Properties of the portfolio frontier. Two fund separation. Valuation of state contingent claims. Derivative assets analysis. Multiperiod securities markets. Differential information.

FINA0501. Asian financial institutions (6 credits)

History and institutional aspects of financial markets in Hong Kong, Singapore, Thailand and other Asian economies. Regulatory policies and practices.

FINA0804. Fixed income securities (6 credits) or
BUSI0056 Fixed income securities (6 credits)

An integrated analysis of the market institutions, theory and empirical evidence in the area of fixed-income markets. Topics covered: Treasury markets, bond mathematics, arbitrage-free models of the term structure, corporate-debt pricing, convertible bonds, primary mortgage markets and securitization, immunization and portfolio insurance, valuation of futures and options on bonds, embedded options, and interest rate risk management.
 Prerequisites: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance, and BUSI0069 Derivative securities *or* FINA0301 Derivative securities.

FINA0805. Real estate finance (6 credits)

An introduction to real estate economics, mortgage market, real estate auctions in Hong Kong, pre-sale market in Hong Kong, pricing of land and residential/commercial properties, mortgage-backed securities and mortgage company.

FINA1001. Financial statement analysis (6 credits)

This course covers the basic issues and principles of fundamental analysis, which deals with the valuation of a firm's equity shares and debt by using the information of financial statements. The objective of this course is to enable students to understand the key financial statements, important elements of financial statement analysis, and the application of financial statement analysis to forecasting and valuation analysis.

Co-requisite: BUSI1002 Introduction to Accounting.

FINA3806. Risk management (6 credits)

This course introduces students to corporate financial risk management. Topics include identification and measurement of financial risk, and management of financial risk using forwards, futures, swaps, options, and innovations such as caps, floors, collars, break and range forwards, and swaptions.

Prerequisites: BUSI0011 Corporate finance *or* FINA0302 Corporate finance, and BUSI0024 Investments *or* FINA2802 Investments.

FINA3807. Special topics in finance (6 credits)

This course covers current developments in finance. Possible topics include security trading and market making, venture analysis, financial contracting, investment strategies for local markets and other current issues in finance. The exact topic to be offered will be determined by the lecturer(s).

Prerequisites: BUSI0011 Corporate finance *or* FINA0302 Corporate finance, and BUSI0024 Investments *or* FINA2802 Investments.

**Year Three Electives
(Finance Courses)****FINA3601. Reading course (6 credits)**

The course consists of supervised reading and written work. Candidates may specialize in one topic under the supervision of faculty members of the School of Economics and Finance.

Candidates must submit the title of their project within the first two weeks of the semester for approval by the Director of the School of Economics and Finance. An original project paper is required in lieu of a written paper in the Examination. The project paper shall not exceed 10,000 words in length, and must be completed and presented not later than the last day of the examination period for that semester. Candidates shall submit a statement that the project paper represents their own work (or in case of joint work, a statement countersigned by their co-worker(s), which shows the degree of their work) undertaken after the registration in the course.

FINA3602. Dissertation (12 credits)

Candidates may write a dissertation under the supervision of faculty members of the School of Economics and Finance. A satisfactory dissertation may be offered in lieu of two written papers in the Examination.

Candidates must submit the title and an outline of their dissertation for approval by the Director of the School of Economics and Finance not later than December 1 of the final year of the curriculum, and the dissertation, which should not exceed 20,000 words in length, shall be completed and presented not later than May 31 of that academic year (Note: The course extends over two semesters. Candidates must enroll in the first semester).

Prerequisite: Cumulative GPA of 3.0 or above at the time of enrolment.

Remarks: Open only to BFin/BEcon&Fin students and students major in Finance.

Language Courses Offered to FBE Students**CBBA0001. Practical Chinese language course for business, economics and finance students (3 credits)**

This course will cover the following topics: (1) practical Chinese writing skills (2) Chinese characters (3) letter-writing (4) office documents (5) Chinese for special purposes (6) presentation and communication techniques and (7) information technology in Chinese.

Assessment: 50% coursework, 50% examination.

Remarks: Only available to BBA/BBA(Acc&Fin)/BBA(IS)/BEcon/BFin/BEcon&Fin students.

CBBL0001. Practical Chinese language course for BBA(Law) students (3 credits)

This course will cover the following topics: (1) practical Chinese writing skills (2) Chinese characters (3) letter-writing (4) office documents (5) Chinese for special purposes (6) presentation and communication techniques and (7) information technology in Chinese.

Assessment: 50% coursework, 50% examination.

Remarks: Only available to BBA(Law) students.

ECEN1504. Professional and technical communication for Computer Science (3 credits)

The course is designed to enable computer science and information systems majors to acquire professional and technical communication skills. The focus is on the understanding and using professional and technical language. Topics include: producing and asking questions to elicit information; conducting effective interviews; organizing and analyzing information; writing effective technical reports with a focus on coherence and cohesion; and increasing technical vocabulary. Students are required to design and conduct authentic oral interviews and, produce written technical reports and vocabulary journals.

Remarks: Only available to BBA(IS) students.

ECEN1602. Writing solutions to legal problems (3 credits)

The course follows on from language input into the Legal Research and Writing I course in Sem. 1. *Writing solutions to legal problems* dovetails closely with a substantive law course (Tort), allowing students to apply and articulate their knowledge of tort law as they frame a written response to the kinds of legal issues typically found in tutorial and examination questions. The initial focus is at the level of the discourse structure of legal arguments and then on the control of the grammar, vocabulary and stylistic features typical of the genre. Students receive substantial individual feedback on 3 problem cycles, featuring 2 revisions of each initial answer attempt. Assessment is wholly by coursework, including 2 extended pieces of writing under examination conditions at the end of the course.

Remarks: Only available to BBA(Law) students.

ECEN1904. English for academic communication for economics and finance students (3 credits)

The course prepares students to respond effectively to the communicative demands of academic study in English. Through text-based activities in class and assigned work related to language and disciplinary issues, the course develops abilities to analyse and evaluate extended texts, and to produce clear and coherent spoken and written discourses. Particular emphasis is given to the use of

source material: how to cite and refer to material, and how to make use of and attribute ideas without copying. Stress is also put on acquiring an academic vocabulary, oral presentation skills, plus careful revision and editing of essays to ensure that lexical and grammatical choices are appropriate. Assessment: 100% coursework.

Remarks: Only available to students from the School of Economics and Finance.

ECEN1906. English for academic communication for business students (3 credits)

The course prepares students to respond effectively to the demands of academic study in English. Through text-based activities in class and assigned work related to language and disciplinary issues, the course develops language abilities in a number of areas. Stress is laid upon developing an adequate academic vocabulary, and strategies to achieve this are taught. Particular emphasis is also given to the use of source material: how to cite and refer to material, and how to make use of and attribute ideas without copying. For oral work, extemporaneous delivery is practiced, without the need to rely on scripts. Pronunciation and grammatical difficulties are addressed as they occur. Assessment is wholly by coursework.

Remarks: Only available to students from the School of Business.

ECEN1907. Business communication (3 credits)

This course prepares students to communicate effectively both at university and in anticipation of work situations which entail the use of English. A major project involves investigation of real business activity in Hong Kong and compiling a written report and a seminar presentation based on interview data. The written reporting involves using an appropriate format, and repeated proofreading of drafts to ensure grammatical accuracy and language of appropriate style and formality. In a separate project, there is emphasis on identification and understanding of idiomatic language, both in informal business situations and in more formal written and spoken texts.

Assessment is wholly by coursework.

Remarks: Only available to BBA/BBA(Acc&Fin)/BBA(IS) students.

ECEN1908. English for academic communication for BBA (Law) (3 credits)

The course aims to assist students with the demands of academic study in their dual discipline areas. Reading and writing skills are reviewed through diagnostic in-class activities, and independent study strategies and resources to counter any weaknesses identified will be promoted. The importance of suitable attribution of source material and the avoidance of plagiarism will be stressed. Speaking and listening skills will also be reviewed with an emphasis on extemporaneous rather than scripted delivery. Complex sentence structure will be studied to facilitate understanding of the kind of language met with in ordinances and other legal documents. The importance of vocabulary development will be stressed, and strategies for learning and dealing with new words will be addressed by using contextual reading and listening activities related to the students' field of study.

Assessment: Coursework 100%.

ECEN1909. English for international business and global management (3 credits)

This course in a series of intensive workshops reviews academic language issues encountered during the first two semesters of university study, and prepares students to be active and confident users of English in international contexts. Reading and writing skills are reviewed through diagnostic in-class activities, and independent study strategies and resources to counter any weaknesses identified will be discussed. The importance of attribution of sources material and the avoidance of plagiarism will be

stressed. Speaking and listening skills will also be reviewed through in-class practice, with the emphasis on international standards of pronunciation and grammar and an extemporaneous approach to oral presentations. Some features of the major native-speaker varieties of English such as British, American and Australasian will be described, and the role of idiomatic language in both formal and informal contexts will be examined. Vocabulary learning and recognition strategies will be studied and independent study skills will be developed.

Assessment: Coursework 100%.

ECEN2905. English for professional communication for economics and finance students (3 credits)

The course prepares students to communicate effectively and accurately and prepare themselves for workplace situations which entail the use of English. It requires students to investigate an issue relevant to their studies, improve their interview and presentation skills, and write a variety of professional documents.

Assessment: 100% coursework.

Remarks: Only available to students from the School of Economics and Finance.

BUSI0081. Advanced business communication skills (6 credits)

This course focuses on building on the current strengths and sharpening the skills second year students have acquired in the first year course Business Communication. The course aims at helping students develop their business communication skills for a variety of workplace situations. In addition to learning the principles and skills, students are expected to identify and make effective use of in-class and out-of-class practice opportunities.

Remarks: Only available to BBA/BBA(Acc&Fin) students.

OR

ECEN2908. Advanced business communication skills (6 credits)

This course focuses on building on the current strengths and sharpening the skills second year students have acquired in the first year course Business Communication. The course aims at helping students develop their business communication skills for a variety of workplace situations. In addition to learning the principles and skills, students are expected to identify and make effective use of in-class and out-of-class practice opportunities.

Remarks: Only available to BBA/BBA(Acc&Fin) students.